



KUTV  
299 S Main St  
Ste 150  
Salt Lake City, UT 84111

Wired Media Partners-Fairfax  
11350 Random Hill Rd  
Ste 670  
Fairfax, VA 22030

# Contract # 1350588

**Schedule Dates** 09/10/12-09/16/12  
**Advertiser** Center Forward (71144)  
**Agency** Wired Media Partners-Fairfax (13005)  
**Product** POLITICAL ISSUE (ns) (1187)  
**Brand** CENTER FORWARD EST 11541 (465965)  
**Salesperson** Henderson, Kristen (2948)  
**Sales Office** KUTV/KMYU  
**Buyer Name** VAIL, CHRIS  
**Phone/Fax** /  
**CPE** 11541  
**Account Types** Local/Political Issue Agency BRD  
**Billing Type** Weekly/Irregular  
**Comments**

**Date Entered** 08/03/12  
**Last Modified** 09/05/12  
**Entered By** Kristen Henderson  
**CO-OP** No  
**Headline #**  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$8,321.25  
**Net Total** \$47,153.75  
**Sales Tax**

**Salt Lake City (KUTV)**  
**By Broadcast Month**  
Sep. 2012  
**Spots** 75  
**Rate** \$55,475.00  
**Grand Total:** 75 \$55,475.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Revised Line / News	09/10/12-09/14/12	1	:30	5A- News-2 News This Morning 5a	1	1	1	1	1	1						Salt Lake City (KUTV)		8/3/12
1.1	Normal Line / News	09/10/12-09/14/12	1	:30	5A- News-2 News This Morning 5a	2			1	1	1			5	\$150.00	\$750.00	Salt Lake City (KUTV)		8/31/12
2.0	Revised Line / News	09/10/12-09/14/12	1	:30	5:28:30A- News-2 News This Morning 530a	1	1	1	1	1	1						Salt Lake City (KUTV)		8/3/12
2.1	Normal Line / News	09/10/12-09/14/12	1	:30	5:28:30A- News-2 News This Morning 530a	1			2	1	1			5	\$300.00	\$1,500.00	Salt Lake City (KUTV)		8/31/12
3.0	Revised Line / News	09/10/12-09/14/12	1	:30	6A- 8A (MST)	1	1	1	1	1	1						Salt Lake City (KUTV)		8/3/12
3.1	Normal Line / News	09/10/12-09/14/12	1	:30	6A- 8A (MST)	1	1	1	1	1	1			4	\$600.00	\$2,400.00	Salt Lake City (KUTV)		8/31/12
4.0	Revised Line / SPOT	09/10/12-09/14/12	1	:30	8A- CBS-This Morning (New Title)	1	1	1	1	1	1						Salt Lake City (KUTV)		8/3/12
4.1	Normal Line / SPOT	09/10/12-09/14/12	1	:30	8A- CBS-This Morning (New Title)	1	1	1	1	1	2			5	\$250.00	\$1,250.00	Salt Lake City (KUTV)		8/31/12
5.0	Normal Line / SPOT	09/15/12-09/15/12	1	:30	5A- CBS-This Morning: Saturday							1		1	\$50.00	\$50.00	Salt Lake City (KUTV)		8/3/12
6.0	Normal Line / SPOT	09/16/12-09/16/12	1	:30	7:58:30A- CBS-News Sunday Morning							1		1	\$600.00	\$600.00	Salt Lake City (KUTV)		8/3/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

HH

9/10

REVISIONS - NO SPOTS ON 9/11



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Salt Lake City (KUTV)	
By Broadcast Month	Spots
Sep. 2012	75
<b>Grand Total:</b>	<b>75</b>

Rate
\$55,475.00
\$55,475.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
7.0	Normal Line / SPOT	09/11/12-09/14/12	1	:30	8:58-56A- CBS-The Price Is Right	1		1		1	1			3	\$750.00	\$1,050.00	Salt Lake City (KUTV)	Program Change/Exception - Price Is Right 11a-12p	8/3/12
7.0.1	Closed Preempt	09/13/12															Salt Lake City (KUTV)	Program Change/Exception - Price Is Right 11a-12p	
7.0.2	Closed Preempt	09/11/12															Salt Lake City (KUTV)	Program Change/Exception - Price Is Right 11a-12p	
7.0.3	Closed Preempt	09/14/12															Salt Lake City (KUTV)	Program Change/Exception - Price Is Right 11a-12p	
8.0	Normal Line / News	09/10/12-09/14/12	1	:30	11:58-27A- News-2 News at Noon	1		1		1	1			3	\$350.00	\$1,050.00	Salt Lake City (KUTV)		8/3/12
9.0	Revised Line / SPOT	09/11/12-09/13/12	1	:30	1P-2:30P (MST)	1		1		1	1						Salt Lake City (KUTV)		8/3/12
9.1	Normal Line / SPOT	09/12/12-09/13/12	1	:30	1P-2:30P (MST)	1		1		1	1			1	\$200.00	\$200.00	Salt Lake City (KUTV)		8/3/12
9.1.1	Closed Preempt	09/13/12															Salt Lake City (KUTV)	Sold Out/Exception - Bump Rate	
10.0	Normal Line / SPOT	09/10/12-09/10/12	1	:30	2P- CBS-The Talk	1		1						1	\$275.00	\$275.00	Salt Lake City (KUTV)		8/3/12
11.0	Revised Line / SPOT	09/10/12-09/14/12	1	:30	3P- Ricki Lake	1		1		2	1	2					Salt Lake City (KUTV)		8/3/12
11.1	Normal Line / SPOT	09/10/12-09/14/12	1	:30	3P- Ricki Lake	2		2		1	1	2		7	\$350.00	\$2,450.00	Salt Lake City (KUTV)		8/3/12

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Salt Lake City (KUTV)	
By Broadcast Month	Spots
Sep. 2012	75
Grand Total:	75

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By Broadcast Month	Spots
Sep. 2012	75
Grand Total:	75

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12.0	Revised Line / News	09/10/12-09/14/12	1	:30	3:58:15P- News-2 News at 4p	1	1	1	1	1	1			5			Salt Lake City (KUTV)		8/31/12
12.1	Normal Line / News	09/10/12-09/14/12	1	:30	3:58:15P- News-2 News at 4p	1	1	1	2	1				5	\$400.00	\$2,000.00	Salt Lake City (KUTV)		8/31/12
13.0	Revised Line / News	09/10/12-09/14/12	1	:30	4:30P- News-2 News at 430p	1	1	1	1	1				5			Salt Lake City (KUTV)		8/31/12
13.1	Normal Line / News	09/10/12-09/14/12	1	:30	4:30P- News-2 News at 430p	1	1	1	1	2				5	\$500.00	\$2,500.00	Salt Lake City (KUTV)		8/31/12
14.0	Revised Line / News	09/10/12-09/14/12	1	:30	4:59:20P- News-2 News at 5p	1	1	1	1	1				5			Salt Lake City (KUTV)		8/31/12
14.1	Normal Line / News	09/10/12-09/14/12	1	:30	4:59:20P- News-2 News at 5p	1	1	2	1	1				5	\$1,000.00	\$5,000.00	Salt Lake City (KUTV)		8/31/12
15.0	Revised Line / News	09/10/12-09/14/12	1	:30	5:59P- News-2 News at 6p	1	1	1	1	1				5			Salt Lake City (KUTV)		8/31/12
15.1	Normal Line / News	09/10/12-09/14/12	1	:30	5:59P- News-2 News at 6p	1	1	1	1	2				5	\$1,000.00	\$5,000.00	Salt Lake City (KUTV)		8/31/12
16.0	Revised Line / SPOT	09/10/12-09/14/12	1	:30	6:28P- Entertainment Tonight	1	1	1	1	1				5			Salt Lake City (KUTV)		8/31/12
16.1	Normal Line / SPOT	09/10/12-09/14/12	1	:30	6:28P- Entertainment Tonight	2	1	1	1	1				5	\$1,000.00	\$5,000.00	Salt Lake City (KUTV)		8/31/12

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Salt Lake City (KUTV)	Spots	Rate
By Broadcast Month	75	\$55,475.00
Sep. 2012	75	\$55,475.00
Grand Total:	75	\$55,475.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
17.0	Normal Line / SPOT	09/15/12-09/15/12	1	:30	6P- 7P (MST)							1		1	\$400.00		Salt Lake City (KUTV)		8/3/12
17.0.1	Closed Preempt	09/15/12															Salt Lake City (KUTV)	Program Change/Exception - program is paid program	
18.0	Normal Line / Prime	09/12/12-09/12/12	1	:30	6:57-26P- CBS-Big Brother (Wednesday)				1					1	\$1,800.00	\$1,800.00	Salt Lake City (KUTV)		8/3/12
19.0	Normal Line / Prime	09/13/12-09/13/12	1	:30	7:59P- CBS-Big Brother (Thursday)				1					1	\$3,200.00	\$3,200.00	Salt Lake City (KUTV)		8/3/12
20.0	Normal Line / Prime	09/15/12-09/15/12	1	:30	8:59P- CBS-48 Hours (Saturday)							1		1	\$800.00	\$800.00	Salt Lake City (KUTV)		8/3/12
21.0	Normal Line / Prime	09/16/12-09/16/12	1	:30	8P- CBS-The Good Wife (Sunday)								1	1	\$2,500.00	\$2,500.00	Salt Lake City (KUTV)		8/3/12
22.0	Revised Line / News	09/10/12-09/14/12	1	:30	10P- News-2 News at 10P		1	1	1	1	1						Salt Lake City (KUTV)		8/3/12
22.1	Normal Line / News	09/10/12-09/14/12	1	:30	10P- News-2 News at 10P		1	1	2	1	1			5	\$2,500.00	\$12,500.00	Salt Lake City (KUTV)		8/3/12
23.0	Revised Line / SPOT	09/10/12-09/11/12	1	:30	10:37P- CBS-The David Letterman Show		1	1									Salt Lake City (KUTV)		8/3/12
23.1	Normal Line / SPOT	09/10/12-09/13/12	1	:30	10:37P- CBS-The David Letterman Show		1		2					3	\$600.00	\$1,800.00	Salt Lake City (KUTV)		8/3/12

## CONFIRMATION CONTRACT

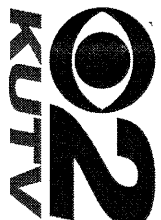
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By Broadcast Month	Spots
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<b>Grand Total:</b>	<b>75</b>

Rate
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\$55,475.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
24.0	M/G For 7.0.2 / SPOT	09/11/12-09/14/12	1	:30	10:58-27A- CBS-The Price Is Right			1			1	1		3	\$750.00	\$2,250.00	Salt Lake City (KUTV)		8/23/12
24.1	M/G For 7.0.2 / SPOT	09/10/12-09/14/12	1	:30	10:58-27A- CBS-The Price Is Right		1				1	1		3	\$750.00	\$2,250.00	Salt Lake City (KUTV)		8/31/12
25.0	M/G For 17.0.1 / SPOT	09/15/12-09/15/12	1	:30	6P- 7P (MST)							1		1	\$400.00	\$400.00	Salt Lake City (KUTV)		8/23/12
26.0	M/G For 9.1.1 / SPOT	09/13/12-09/13/12	1	:30	1P- 2:30P (MST)					1				1	\$200.00	\$200.00	Salt Lake City (KUTV)		9/5/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



# Station Order Revised Center Forward 2012

**Market:** Salt Lake City-Ogden

**Estimate ID**
**Flight Dates:** Monday, September 10, 2012 to Sunday, September 16, 2012

**11541**
**Contact:** Kristen Henderson  
**Email:** KHenderson@kutv2.com

**Phone:** 801-973-3000  
**Fax:** 801-839-1101  
**Direct:** 801-839-1119

## KUTV-TV

Program Name	DP	Days Length	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
				Sep 10	Sep 11	Sep 12	Sep 13	Sep 14	Sep 15	Sep 16	
KUTV 5a News	EM	M-F	\$150.00	2		1	1	1			5
5:00 AM 5:30 AM		30	\$750.00								
KUTV 5:30a News	EM	M-F	\$300.00	1		2	1	1			5
5:30 AM 6:00 AM		30	\$1,500.00								
KUTV 6a News	EM	M-F	\$600.00	1		1	1	1			4
6:00 AM 8:00 AM		30	\$2,400.00								
CBS This Morning	EM	M-F	\$250.00	1		1	1	2			5
8:00 AM 9:00 AM		30	\$1,250.00								
Saturday 5a News	EM	Sa	\$50.00						1		1
5:00 AM 7:00 AM		30	\$50.00								
CBS Sunday Morn	EM	Su	\$600.00							1	1
8:00 AM 9:30 AM		30	\$600.00								
Price is Right	DT	M-F	\$750.00	1			1	1			3
9:00 AM 10:00 AM		30	\$2,250.00								
11:00AM 12:00PM - PROGRAM CHANGE OK PER CHRIS ON 8/31.											
KUTV Noon News	DT	M-F	\$350.00	1		1		1			3
12:00 PM 1:00 PM		30	\$1,050.00								
Bold & Beautiful	DT	M-F	\$200.00			1	1				2
1:00 PM 2:30 PM		30	\$400.00								
The Talk	DT	M-F	\$275.00	1							1
2:00 PM 3:00 PM		30	\$275.00								
Ricki Lake	EF	M-F	\$350.00	2		2	1	2			7
3:00 PM 4:00 PM		30	\$2,450.00								
KUTV 4p News	EN	M-F	\$400.00	1		1	2	1			5
4:00 PM 4:30 PM		30	\$2,000.00								

Chris Vail  
**Wired Media Partners**

Date/Time Sent: 8/31/2012 10:33:10 AM

KUTV-TV

Page 1 of 2



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Estimate ID

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Program Name	DP	Days Length	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
				Sep 10	Sep 11	Sep 12	Sep 13	Sep 14	Sep 15	Sep 16	
KUTV 4:30p News	EN	M-F	\$500.00	1		1	1	2			5
4:30 PM 5:00 PM		30	\$2,500.00								
KUTV 5p News	EN	M-F	\$1,000.00	1		2	1	1			5
5:00 PM 5:30 PM		30	\$5,000.00								
KUTV 6p News	EN	M-F	\$1,000.00	1		1	1	2			5
6:00 PM 6:30 PM		30	\$5,000.00								
Ent Tonight	PA	M-F	\$1,000.00	2		1	1	1			5
6:30 PM 7:00 PM		30	\$5,000.00								
Ent Wknd	PA	Sa	\$400.00						1		1
6:00 PM 7:00 PM		30	\$400.00								
Big Brother	PT	W	\$1,800.00			1					1
7:00 PM 8:00 PM		30	\$1,800.00								
Big Brother	PT	Th	\$3,200.00				1				1
8:00 PM 9:00 PM		30	\$3,200.00								
48 Hours	PT	Sa	\$800.00						1		1
9:00 PM 10:00 PM		30	\$800.00								
3	PT	Su	\$2,500.00							1	1
8:00 PM 9:00 PM		30	\$2,500.00								
KUTV 10p News	LN	M-F	\$2,500.00	1		2	1	1			5
10:00 PM 10:35 PM		30	\$12,500.00								
Letterman	LF	M-F	\$600.00	1			2				3
10:35 PM 11:38 PM		30	\$1,800.00								
<b>Station Gross Totals</b>			<b>\$55,475.00</b>	<b>18</b>		<b>18</b>	<b>17</b>	<b>17</b>	<b>3</b>	<b>2</b>	<b>75</b>

Chris Vail  
Wired Media Partners

Date/Time Sent: 8/31/2012 10:33:10 AM  
KUTV-TV  
Page 2 of 2